

06/07/01  
jc961 U.S. PTO

ET 16 10 49 74 2 US

PATENT  
RUANA-002

This application is submitted in the name of inventor Bruce M. Ruana.

## RAILING ADVERTISING – SURFACE, SYSTEM AND METHOD

### BACKGROUND

#### 1. Field

5           This invention relates to a wrap-around advertising surface, system and method of advertising and more particularly to a wrap-around advertising surface, system and method of advertising on railings or other hand support systems and for use on poles or support beams.

#### 10   2. Prior Art

Numerous types of media are used to advertise products and services in various settings. The type of advertising media used can vary depending upon the environment in which it is placed.

For example, point of purchase displays are often used to direct consumer  
15   attention to product offerings placed inside a store. Large billboards and other types of signage or displays along highways, on windows, on sides of vehicles, and the like are another advertising option and can be effective in attracting the attention of persons passing the display.

Floor graphics are a specific example of a point of purchase display. “Floor  
20   graphics” is an advertising industry term used to describe a substrate with graphics

printed on the surface thereof, which is placed on the floor near a product display to direct a consumer's attention to a particular product display. Floor graphics are "billboards on the floor" that project an advertising campaign on the floor.

Various types of advertising media can also be effective to attract the attention of large numbers of people, for example, at a concert venue, a stadium, a race track, etc. As an example, billboards are often displayed at the above-mentioned places. Other examples include graphical displays on digital scoreboards, which are used in stadiums to attract the attention of a large number of people attending a particular event and billboards and/or digital graphics in moving vehicles such as buses and trains. While these methods are effective they can also be expensive and time consuming to program, display and change.

Other methods of advertising include advertising on the vertical risers of steps as disclosed in U.S. Patent 6,041,533 to Lemmond, Jr. U.S. Patent 4,054,001 to De Pinna describes a display device for advertising consisting of a vertical support with a unitary sheet of resilient material used for advertising hanging<sup>s</sup> from the vertical support. However, the advertising methods to date are relatively expensive, installment intensive and difficult to display.

Hence there is a need for a wrap-around advertising surface, system and method of advertising which can reach a large number of people while at the same time be cost effective for the advertiser and easy to display. There is also a need for a method of

advertising which is easy to apply and can be removed quickly and replaced cost effectively.


### SUMMARY

The present invention is a wrap-around advertising surface, system and method of advertising on a railing, other hand support system, pole or beam. The wrap-around advertising surface of the present invention is designed to provide cost effective releasably attachable advertising on any railing, other hand support system, pole or support beam. The wrap-around surface is preferably used on a railing, other hand support system, pole or support beam.

In one aspect of the present invention, a wrap-around advertising surface is provided which is releasably adhered to a surface such as a railing, other hand support device, pole or support beam. The wrap-around advertising surface comprises a skin having a top surface and a bottom surface and a 4-way stretchable material layer having a top surface and a bottom surface. The top surface of the skin layer is imprinted with printed indicia forming a visual image. The bottom surface of the skin layer is permanently adhered from edge to edge to the top layer of the 4-way stretchable material layer. The bottom surface of the 4-way stretchable material layer is completely covered from edge to edge with a releasable adhesive. In another aspect of the invention, a backing layer with a top surface and a bottom surface is placed between the skin layer and the 4-way stretchable material layer to provide additional support. The top surface of

the backing layer is permanently adhered to the bottom surface of the skin layer. The bottom surface of the backing layer is permanently adhered to the top surface of the 4-way stretchable material layer.

In another aspect, a system of advertising is presented. The system comprises a wrap-around advertising surface, which has a skin layer and a 4-way stretchable material layer with a top surface and a bottom surface. The skin layer has a top surface and a bottom surface; the top surface of the skin layer has printed indicia, which presents a visual image. The bottom surface of the skin layer is permanently adhered to the top layer of the 4-way stretchable material layer. The bottom surface of the 4-way stretchable material layer is releasably adhered to a railing. In another aspect of the system of advertising presented, a backing layer with a top surface and a bottom surface is placed between the skin layer and the 4-way stretchable material layer to provide additional support. The top surface of the backing layer is permanently adhered to the bottom surface of the skin layer. The bottom surface of the backing layer is permanently adhered to the top surface of the 4-way stretchable material layer.

 ~~In yet another aspect, a method of advertising is presented using the wrap-around advertising surface of the present invention. The method of advertising comprises providing a railing, other hand support system, pole or support beam, etc. having a length and alignment targets in a parallel line along its length. Next, placing the wrap-around advertising surface so that the center lengthwise axis of the wrap-around advertising~~

~~surface is centered on the axis parallel to the length of the railing, other hand support~~  
system, pole, support beam, etc. The wrap-around advertising surface of the present  
invention has alignment targets disposed along an axis parallel to the lengthwise edge of  
the wrap-around advertising surface and the wrap-around advertising surface folds  
5 around the railing such that the alignment targets of the wrap-around advertising surface  
align with the alignment targets of the railing and the edges of the wrap-around  
advertising surface ~~abut when folded around the railing.~~

The wrap-around advertising surface, system and method of advertising  
will provide a cost effective advertising vehicle for advertisers who wish to provide point  
10 of sale advertising and who wish to reach large groups of consumers.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is an expanded side view of a wrap-around advertising surface.

FIG. 2 is an elevated perspective view of the wrap-around advertising surface of  
FIG. 1.

15 FIG. 3 is an expanded side view of another embodiment of a wrap-around  
advertising surface.

FIG. 4 is an elevated perspective view of the wrap-around advertising surface of  
FIG. 3.

FIG. 5 shows an advertising system for presenting a visual image using the wrap-  
20 around advertising surface of FIG. 1.

FIG. 6 shows an advertising system for presenting a visual image using the wrap-around advertising surface of FIG. 3.

FIG. 7 shows a method of advertising using the wrap-around surface of FIG. 1.

~~FIG. 8 shows a method of advertising using the wrap-around surface of FIG. 1.~~

5

### DETAILED DESCRIPTION

The present wrap-around advertising surface, system and method of advertising will be described more fully hereinafter with reference to the accompanying drawings, in which an illustrative aspect of the invention is shown. This surface, system and method of advertising may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein. Rather this embodiment is provided so that the disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. Like numbers refer to like elements throughout.

FIG. 1 discloses wrap-around advertising surface 100 for use on a railing, hand support system, pole or support beam or any other structure which can function as a support surface. Wrap-around advertising surface 100 has a skin layer 104 and a 4-way stretchable layer 112. Skin layer 104 can be formed from a variety of materials.

Examples of such materials include expanded vinyl, which is vinyl with a layer of foam that imparts a soft, textured feel, leather, plastic sheeting, plastic roll stock, any type of

foam product, polyurethane, urethane, woven fabrics, rubber material, foil material or any other material which could act as a covering to a hand support system. If skin layer 104 is formed from expanded vinyl, the vinyl surface may be smooth or textured. In addition, if a vinyl material is used, the vinyl may be supported or unsupported.

5 ~~Skin layer 104 has a bottom surface 106 which is affixed to the top surface~~  
110 of 4-way stretchable material layer 112 by a permanent adhesive 108 that completely covers skin layer 104 from edge to edge. The permanent adhesive 108 can be any permanent adhesive known in the art which will permanently bond skin layer 104 to 4-way stretchable material layer 112. An example of such a permanent adhesive is  
10 ~~Flexicon® adhesive V-402. However, it will be clear to one skilled in the art that other similar suitable adhesives may be used.~~

~~4-way stretchable material layer 112 has top surface 110 and a bottom~~  
surface 114, such that top surface 110 of 4-way stretchable material layer 112 conforms to and is permanently affixed to bottom surface 106 of skin layer 104. 4-way stretchable  
15 material layer 112 may be comprised of any material that can simultaneously stretch in four directions such as mylar. Bottom surface 114 of 4-way stretchable material layer 112 is releasably attached to the railing or hand support system by a layer of releasable adhesive 116. Releasable adhesive 116 completely covers from edge to edge and is affixed to 4-way stretchable material layer 112 and provides releasable adhesion to the  
20 ~~railing or hand support system. Releasable adhesive 116 provides secure adhesion to the~~

~~railing or hand support system but may be removed with a minimal amount of effort by~~

peeling wrap around advertising surface 100 off the railing or hand support system, etc.

An example of a releasable adhesive is ~~Flexicon® V-58~~ <sup>TMA</sup>.

FIG. 2 is an elevated perspective view of wrap-around advertising surface

5 100. Skin layer 104 has top surface 102 and bottom surface 106. Top surface 102 of skin

layer 104 has printed indicia that presents visual image 118. Visual image 118 can be

created using any printing or graphic technique known in the art suitable for placing

graphic designs on the wrap-around material employed. For example, sublimation

printing utilizing heat and pressure to affix preprinted graphics produces a highly durable

10 and accurate graphic. The sublimation ink can be pretreated with UV inhibitors to

prevent fading. Luminescent inks can also be used to provide a glow in the dark

environment. Puff inks can be used to provide a textured surface. In addition, plastisol

inks can be used in a heat transfer application for durable, long-lasting images. Wet ink

printing can also be used as well as computer generated digital graphics, which are

15 directly printed on various materials used as skin layer 104.

<sup>3/A</sup>  
~~FIG. 2 discloses wrap-around advertising surface 200 for use on a railing,~~

hand support system, pole or support beam or any other structure which can function as a

support surface. Wrap-around advertising surface 200 has a skin layer 204, a backing

layer 212 and a 4-way stretchable material layer 220. Skin layer 204 can be formed from

20 a variety of materials. Examples of such materials include, but are not limited to,



~~expanded vinyl, which is vinyl with a layer of foam that imparts a soft, textured feel,~~  
leather, plastic sheeting, plastic roll stock, any type of foam product, polyurethane,  
urethane, woven fabrics, rubber material, foil material or any other material which could  
act as a covering to a hand support system. If skin layer 204 is formed from expanded  
5 vinyl, the vinyl surface may be smooth or textured. In addition, if a vinyl material is used,  
the vinyl may be supported or unsupported.

Skin layer 204 has a bottom surface 206 which is affixed to top surface  
210 of backing layer 212 by a permanent adhesive 208 which completely covers bottom  
surface 214 of backing layer 212 from edge to edge. The permanent adhesive 208 can be  
10 any permanent adhesive known in the art which will permanently bond skin layer 204 to  
backing layer 212. An example of such a permanent adhesive is Flexicon® adhesive V-  
402. However, it will be clear to one skilled in the art that other similar suitable  
adhesives may be used.

~~Backing layer 212 has a top surface 210 and a bottom surface 214, such~~  
15 that top surface 210 of backing layer 212 conforms to and is affixed to bottom surface  
206 of skin layer 204. Backing layer 212 may be comprised of any material suitable for  
providing support including open cell foam, closed cell foam, felt, paper or rubber.  
Bottom surface 214 of backing layer 212 is permanently adhered to the top surface 218 of  
4-way stretchable material layer 220. The permanent adhesive attaching bottom surface  
20 ~~214 of backing layer 212 to top surface 218 of 4-way stretchable material layer 220 can~~

be ~~any permanent adhesive known in the art which will permanently bond the surfaces,~~  
an example of which is Flexicon® V-402. 4-way stretchable material layer 220 has the  
ability to stretch in all directions simultaneously. An example of a 4-way stretchable  
material is mylar. Bottom surface 222 of 4-way stretchable material layer 220 is  
5 releasably attached to the railing or hand support system by releasable adhesive 224.  
Releasable adhesive 224 is affixed to and completely covers 4-way stretchable material  
layer 220 from edge to edge and provides releasable adhesion to the railing or hand  
support system. Releasable adhesive 224 provides secure adhesion to the railing or hand  
support system but may be removed with a minimal amount of effort by peeling wrap-  
10 around advertising surface 200 off the railing or hand support system. An example of a  
releasable adhesive is Flexicon® V-58.

FIG. 4 is an elevated perspective view of wrap-around advertising surface  
200. Skin layer 204 has top surface 202 and bottom surface 206. Top surface 202 of skin  
layer 204 has printed indicia that presents visual image 226. Visual image 226 can be  
15 created using any printing or graphic technique known in the art suitable for placing  
graphic designs on the wrap-around material employed. For example, sublimation  
printing utilizing heat and pressure to affix preprinted graphics produces a highly durable  
and accurate graphic. The sublimation ink can be pretreated with UV inhibitors to  
prevent fading. Luminescent inks can also be used to provide a glow in the dark  
20 environment. Puff inks can be used to provide a textured surface. In addition, plastisol

inks can be used in a heat transfer application for durable, long-lasting images. Wet ink printing can also be used as well as computer generated digital graphics, which are directly printed on various materials used as skin layer 226.

*an* ~~FIG. 5 discloses an advertising system for presenting a visual image on a~~

*an*  
5 railing. For convenience, the component parts of wrap-around surface 100 are numbered as in FIG. 1 designating wrap-around advertising surface 100. The system of the present invention can be utilized with any type of railing or hand support system 120. Wrap-around advertising surface 100 of the present invention has a 4-way stretchable material layer 116 with an inner and outer surface, skin layer 104 which has an inner layer and an  
10 out layer, the inner layer of the skin layer 104 is permanently adhered to said outer surface of said 4-way stretchable material layer 116. 4-way stretchable material layer 116 is releasably adhered to railing 120. Skin layer 104 and said 4-way stretchable material layer 116 each have a width substantially similar to the circumference of railing 120, such that edges of skin layer 104 and said 4-way stretchable material layer 116 abut  
15 ~~when wrapped around railing 120.~~

*repetitive*

Referring now to FIGS. 1 and 5, top surface 102 of skin layer 104 has printed indicia that presents visual image 118. Visual image 118 can be created using any printing or graphic technique known in the art suitable for placing graphic designs on the wrap-around material employed. For example, sublimation printing utilizing heat and  
20 pressure to affix preprinted graphics produces a highly durable and accurate graphic. The

sublimation ink can be pretreated with UV inhibitors to prevent fading. Luminescent inks can also be used to provide a glow in the dark environment. Puff inks can be used to provide a textured surface. In addition, plastisol inks can be used in a heat transfer application for durable, long-lasting images. Wet ink printing can also be used as well as computer generated digital graphics, which are directly printed on various materials used as skin layer 104.

FIG. 6 discloses yet another advertising system for presenting a visual image on a railing. For convenience, the component parts of wrap-around surface 200 are numbered as in FIG. 3 designating wrap-around advertising surface 200. Wrap-around advertising surface 200 of the present invention has 4-way-stretchable material layer 220 with an inner and outer surface, backing layer 212 with an inner and outer surface, and skin layer 204 which has an inner surface and an outer surface, the inner surface of the skin layer 204 is permanently adhered to said outer surface of said backing layer 212. The inner surface of backing layer 212 is permanently adhered to 4-way stretchable material layer 220. 4-way stretchable material layer 220 is releasably adhered to railing 230. Skin layer 204, backing layer 212 and 4-way stretchable material layer 220 each have a width substantially similar to the circumference of railing 230, such that edges of said skin layer 204, backing layer 212 and said 4-way stretchable material layer 220 abut when wrapped around railing 230.

Referring now to FIGS. 3 and 6, top surface 202 of skin layer 204 has

printed indicia that presents visual image 226. Visual image 226 can be created using any printing or graphic technique known in the art suitable for placing graphic designs on the wrap-around material employed. For example, sublimation printing utilizing heat and pressure to affix preprinted graphics produces a highly durable and accurate graphic. The sublimation ink can be pretreated with UV inhibitors to prevent fading. Luminescent inks can also be used to provide a glow in the dark environment. Puff inks can be used to provide a textured surface. In addition, plastisol inks can be used in a heat transfer application for durable, long-lasting images. Wet ink printing can also be used as well as computer generated digital graphics, which are directly printed on various materials used as skin layer 204.

FIG. 7 discloses a method of advertising using wrap-around around

advertising surface 100. Wrap-around around advertising surface 100 has alignment targets 122 along axis 124 parallel to lengthwise edge 126 of wrap-around around

advertising surface 100. Next alignment targets 128 are placed on railing 130. Next, wrap around surface 100 is placed on railing 130 so that the center lengthwise axis of wrap-around surface 100 is centered on the axis parallel to the length of railing 130.

Next, wrap-around advertising surface 100 alignment targets 122 are aligned with railing 130 alignment targets 128. Finally, wrap-around advertising surface 100 has a width

substantially similar to the circumference of railing 130 such that when wrap-around

advertising surface 100 is folded around railing 130 edges 126 of wrap-around

120

advertising surface 100 abut.

FIG. 8 discloses a method of advertising using wrap-around around advertising surface 200. Wrap-around around advertising surface 200 has alignment targets 232 along axis 234 parallel to lengthwise edge 236 of wrap-around around advertising surface 200. Next, alignment targets 238 are placed on railing 230. Next, wrap around surface 200 is placed on railing 230 so that the center lengthwise axis of wrap-around surface 200 is centered on the axis parallel to the length of railing 230. Next, wrap-around advertising surface 200 alignment targets 232 are aligned with railing 230 alignment targets 238. Finally, wrap-around advertising surface 200 has a width substantially similar to the circumference of railing 230 such that when wrap-around advertising surface 200 is folded around railing 230 edges 236 of wrap-around advertising surface 200 abut.